

ASSEMBLY, No. 1192

STATE OF NEW JERSEY

214th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2010 SESSION

Sponsored by:

Assemblyman SCOTT RUDDER

District 8 (Burlington)

Assemblywoman DAWN MARIE ADDIEGO

District 8 (Burlington)

SYNOPSIS

Permits advertising on exterior of school buses.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel



1 AN ACT concerning advertisements on school buses and
2 supplementing chapter 7F and chapter 39 of Title 18A of the
3 New Jersey Statutes.

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5 **BE IT ENACTED** by the Senate and General Assembly of the State
6 of New Jersey:

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8 1. a. The board of education of any school district may enter
9 into a contract for the sale of advertising space on the exterior sides
10 of school buses owned or leased by the school district, subject to
11 the limitations set forth in this section. Advertisements for tobacco
12 or alcohol products or for political advocacy shall be prohibited, in
13 addition to any other advertisements for products or services or by
14 sponsors that the Commissioner of Education deems inappropriate.
15 All advertisements shall require prior approval by the local board of
16 education.

17 b. The provisions of the "Public School Contracts Law,"
18 N.J.S.18A:18A-1 et seq., shall apply to any contract entered into by
19 a board of education pursuant to this act.

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21 2. The commissioner shall evaluate the impact of school bus
22 advertising and report on the evaluation to the Governor, and to the
23 Legislature pursuant to section 2 of P.L.1991, c.164 (C.52:14-19.1),
24 no later than one year following the effective date of this act and
25 annually thereafter. The report shall include the number of school
26 districts which permit the advertising and the fiscal benefits derived
27 therefrom.

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29 3. A school district may increase the amount of undesignated
30 general fund balance for the budget year authorized pursuant to
31 section 7 of P.L.1996, c.138 (C.18A:7F-7) by the amount of any
32 revenue received by the district under a contract entered into
33 pursuant to section 1 of P.L. c. (C.) (pending before the
34 Legislature as this bill).

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36 4. In accordance with the "Administrative Procedure Act,"
37 P.L.1968, c.410 (C. 52:14B-1 et seq.), the State Board of Education
38 shall promulgate rules and regulations necessary to effectuate the
39 purposes of this act including, but not limited to, the permissible
40 size of the advertising and the criteria for determining the age-
41 appropriateness of the advertising and the suitability of the
42 message.

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44 5. This act shall take effect immediately.

STATEMENT

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This bill permits the board of education of any school district to enter into a contract for the sale of advertising space on the exterior sides of school buses owned or leased by the school district. Advertisements for tobacco or alcohol products or for political advocacy will be prohibited, in addition to any other advertisements that the Commissioner of Education deems inappropriate. The bill also requires that all advertisements be approved by the local board of education prior to their use.

Under the bill, the Commissioner of Education is required to report to the Governor and to the Legislature within one year of the bill's effective date, and annually thereafter, concerning advertising on school buses. The report will include the number of boards of education that permit the advertising and the fiscal benefits that have been derived as a result of the advertising.

Currently, advertising on the exterior or interior of school buses is prohibited pursuant to N.J.A.C.13:20-49.3(i). This bill is designed to increase revenue for school districts to provide needed educational services.